

SEE
COYNE
FOR FURNITURE
Young Building

New York Dress Co.
Ladies and Gentlemen Tailors.
1105 Union St., nr. Hotel St.

The largest and most varied line
of Hawaiian Jewelry and
Souvenirs in Honolulu
H. CULMAN Hotel & Fort

H. MIYAKE
Oriental Art Goods
Fort, above Beretania

Toyo Panamas
For Men, Women and Children.
K. UYEDA,
1023 Nuuanu St.

*DEVELOPING
PRINTING: ENLARGING
Best in the City.
Honolulu Picture Framing &
Supply Co.

Y. TAKAKUWA & CO.
Limited.
"NAMCO" CRABS, packed in
Sanitary Cans, wood lined.
Nuuanu St. near King St.

The Waterhouse Co., Ltd.
Underwood Typewriters.
YOUNG BUILDING.

HAPPY NEW YEAR TO
YOU ALL!
SWEET SHOP!

Expert Detective Service in any
Legitimate Line.

Bowers' Merchant Patrol
1079 Alakea St. Phone 2515

FURNISH YOUR HOME RIGHT
By fitting it throughout with our
dependable electric fixtures.
ELECTRIC SHOP
Phone 4344 1135 Fort St.

JORDAN'S
DRY GOODS
Fort St.

Honolulu Music Co.
Everything Musical
Fort, next to the Clarion

OFFICE SUPPLIES—
STANDARD BRANDS
ARLEIGH'S
on Hotel St.

H. HACKFELD & CO.
Limited
Commission Merchants
HONOLULU

**PURE ISLAND MILK AND
CREAM.**
Honolulu Dairymen's Assn.,
4676—Phones—1542

**RAINCOATS
OF
QUALITY
THE CLARION**

MOVING
To Love Bldg., 1144-1146 Fort Street.
Under New Management.
BAILEY FURNITURE CO.

**Sachs for
Dry Goods**

**HOTEL
STEWART**
SAN FRANCISCO

Geary Street, just off Union Square
European Plan \$1.50 a day up
Breakfast 50c Lunch 50c Dinner \$1.00
Most Famous Meats in the United States.
New steel and concrete structure.
350 rooms, 250 connecting
bathrooms. Homelike comfort
rather than unnecessarily
expensive luxury. In center of
theatre, cafe and retail districts.
On car lines transferring all
over city. Take municipal car
line direct to door. Motor Bus
meets trains and steamers.
Hotel Stewart is recognized as Hawaiian Island Headquarters. Cable address "Travels" A B O Code. J. H. Love, Honolulu Representative.

PLEASANTON HOTEL
LUXURIOUS AND
COMFORTABLE
STRICTLY FIRST CLASS
100 ROOMS 50 BATHS

Wahiawa Hotel
Nearly 1000 feet elevation; near depot;
grand scenery; fine bass fishing.
For particulars address E. L. KRUS, Wahiawa. Phone 0393.

SEASIDE HOTEL
CHARMINGLY SITUATED AT
WAIKIKI
Delightful Rooms; Perfect
Cuisine.

HEINIE'S TAVERN
Most Popular Beach Resort in
the City.
Rooms that are Right—
American and European Plan.
"On the Beach at Waikiki"

SHOE
Best
grade
of work
done on
Men's
Women's
and Children's
Shoes.
Manufacturers' SHOE STORE

**Laundry—
Messenger Boy**
Phone 3461

**Modish
Millinery
odels.**
MISS POWER
Boston Building

Silva's Toggery
Limited
"THE STORE FOR GOOD
CLOTHES"
Eike's Building. King Street.

FOR
PURE ICE
Phone 1128
OAHU ICE CO.

The Best Polish for
Automobiles is
Johnson's Prepared Wax
Sold by Lewers & Cooke, Ltd.

NOTHING COUNTS LIKE
SERVICE—WE GIVE IT.
KERSHNER VULCANIZING
CO., LTD.
1177 Alakea St. Phone 2434.
Fisk and Miller Tires.

McInerney Park
Elegant Lots
CHAS. DESKY, Agent
Merchant, near Fort

MILLINERY
HONOLULU HAT CO.
Hotel St., near Bethel

**Canton Dry Goods
Company**
Hotel St., near Bethel St.

We carry only THE BEST in
every department of Men's
Clothing and Furnishings
THE IDEAL

HAWAII COLLEGE TO FEATURE NEW BOTANY COURSE

Plant physiology—a new course at the College of Hawaii—is to be given during the next semester by Professor Vaughan MacCaughey, head of the biology department. The official announcement outlines the course as follows:

"A laboratory and discussion course, with studies of physiological activities of selected plants. Field studies of the physiologic aspects of plant ecology; effects of artificial environmental conditions; quantitative studies of nutrition, respiration, growth, and movement; the physiology of reproduction; the significance of tropisms; methods of obtaining precise data; tabulation and interpretation of data; the correct use of apparatus; principles of control, construction of measurement and control devices. Laboratory work is supplemented by reading assignments which culminate in the preparation of a report.

"Standard apparatus for experimental work in plant physiology, as designed by Ganong, Detmer, and Dey Rolles is provided, together with materials for the construction of original apparatus, and for the study of plants in aquaria, thermostats, and other control devices."

Two men in Seattle, Wash., who were unable to obtain intoxicating liquor as the result of the enforcement of the new prohibition law drank wood alcohol with fatal results. Hospital physicians attributed the death of a woman who had been addicted to drink to her inability to obtain liquor to satisfy her craving.

BY AUTHORITY. RESOLUTION NO. 405.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the following sums, aggregating Five Thousand Six Hundred Dollars (\$5,600.00) be and the same are hereby appropriated out of all moneys in the Permanent Improvement Fund in the Treasury of the City and County of Honolulu, as advanced against the cost of preliminary engineering expense for the following purposes, the same to be refunded out of the moneys to become available therefor from the bonds for said improvements, and to be expended for Salaries, Payrolls and Incidentals, to wit:

Hotel Street	\$ 250.00
Pauahi Street	250.00
Lustiana Street	300.00
Beretania St., King to Nuuanu	300.00
Beretania St., Alapai to Puna-	
hou street	350.00
Puunui Improvement District.	500.00
Smith Street	250.00
Iwilei District	500.00
King St., Richard to McCully.	500.00
Beach Walk	500.00
9th Avenue, Kaimuki	150.00
6th Avenue, Kaimuki	150.00
Bishop Street	100.00
Kapahulu Road	150.00
Manoa Improvement District	
No. 1	1000.00
Improvement of Kalakaua Av.	250.00
King Street Extension	100.00

Presented by
R. W. SHINGLE,
Supervisor.
Honolulu, January 8, 1916.

I hereby certify that the foregoing resolution passed Second Reading as amended and ordered to print at the meeting held on Tuesday, January 11, 1916, on the following vote of the Board of Supervisors, to wit:

Ayes: Ahia, Arnold, Hollinger, Horner, Larsen, Logan, Shingle.
Noes: None.
E. BUFFANDEAU,
Deputy City and County Clerk.
6369-Jan. 12, 13, 14.

SEALED TENDERS.

Sealed tenders will be received by the Oahu Loan Fund Commission of the Territory of Hawaii at its office in the Capitol building, Honolulu, T. H., up to 11 o'clock a. m. of Wednesday, February 9, 1916, at which time and place same will be opened, for the furnishing of One (1) Steam Driven, and One (1) Electric Driven Sewer Pump.

Specifications and forms of proposal and any information desired may be secured at the office of the General Manager of the Water and Sewer Departments of the City and County of Honolulu, in the Kapiolani Estate Building, Honolulu, T. H.

The Oahu Loan Fund Commission reserves the right to reject any or all bids.

LESTER PETRIE,
Acting Chairman, Oahu Loan Fund Commission.
6367-10t

SEALED TENDERS.

Sealed Tenders will be received by the Superintendent of Public Works up until 11 o'clock noon of Wednesday, March 8, 1916, for the furnishing of Metal Furniture for the Judiciary Building, in Honolulu, Oahu.

The Superintendent of Public Works reserves the right to reject any and all tenders.
Plans, specifications and blank forms of proposal are on file in the office of the Superintendent of Public Works, Capitol Building, Honolulu, Oahu.
A. C. WHEELER,
Acting Superintendent of Public Works.
Honolulu, January 4, 1916.
6362-10t

NOTICE.

Until further notice the Belt Road at Kanawha, Koolaloa District, will be closed to traffic, pending repairs.
GEO. M. COLLINS,
City and County Engineer.
6369-3t

Home Course in Advertising

Take Conducted in this Paper by Alex F. Osborn, Instructor in Advertising, Buffalo, N. Y. CAN High School



CHAPTER LII.

CAN YOU SELL BOTH CONSUMER AND DEALER?

Can the producer straddle the distribution question? Can he enjoy the long profit of the mail-order system, and at the same time get the volume of dealer distribution?

Such a combination is very seldom used, although there are some big examples of its employment. The reason is that if a producer tries to go to the public through mail and thus cut out the dealer, the dealer is antagonized and refuses to buy from the producer. Thus the dealer refuses to handle the producer's product and won't do so unless he absolutely cannot help it.

Yet there are some successful straddlers. A certain mattress is about the biggest example of this system of dual distribution. This manufacturer sells his mattress by mail for \$20. The same mattress will sell to the dealer for \$10. Thus he sells through the dealer, too, for the dealer is able to sell quite a few mattresses as long as he can afford to sell them for \$15, whereas the regular price which is advertised in the magazines is \$20.

But the dealer does not like to sell this mattress. In fact, in many furniture stores throughout the country you will find that the dealer has in the back part of his shop an Ostermoor mattress that he has opened up—just to show the customer why she does not want an Ostermoor mattress. The dealer tries to prove this other mattress—which the woman can buy for \$12—is just as good as this one which she has come in and asked for at the price of \$15.

The dual method is a mighty dangerous system of distribution to try. For instance, suppose you make furniture. There are 50,000 possible dealers. Suppose each of them would put \$100 worth of your goods into his stock each year. That would mean an annual volume of \$5,000,000, and at the barest manufacturing profit such would be a mighty lucrative business.

Now suppose you decide to sell some of your furniture by mail. An advertising appropriation of \$20,000 in the magazines might bring you 20,000 inquiries, if you were lucky. If your luck continued you might sell 10 % of these. Suppose you did sell to 2000 customers. Their orders would not average \$100, like those of the dealers. If they averaged \$25, that would mean a total business of \$50,000, and even if your profit was many times as large, that would not give you as much net income as the through-the-dealer distribution.

But the point is that if you tried to sell by mail this way, you would enrage the dealers and undermine the through-the-dealer business. Some experts recommend the direct method as a beginning and argue that this will quicken your distribution so that, later, you can enlist the dealers and adopt the ordinary system of dealer distribution.

Meanwhile, however, you may be advertising broadcast and each dollar spent cannot possibly have the efficiency that it would possess if put in a place where the goods could be bought.

BORN.

HOOPER—In this city, January 11, 1916, to Mr. and Mrs. William E. Hooper, of Pakuli street, Kaimuki, a son.

MARRIED.

CHEW-WONG—In this city, January 11, 1916, Chew Chin and Miss Wong Shim, Rev. Kong Yin Tet, rector of St. Peter's Chinese church, officiating. Witnesses—Chong Yit You and Chu See Sem.

WA-MEW—In this city, January 8, 1916, Wa Kwa Shin and Miss Mew Yau, Rev. H. H. Parker, pastor of the Kawaiahaoh church, officiating. Witnesses—Young Hin and Shin Tai Yen.

WILL-LAWSON—In Hilo, Hawaii, January 5, 1916, Charles H. Will, of Hilo, and Miss Bessie Lawson, of Fernside, Oahu.

VAUGHAN-LEE—In New York City, December 30, 1916, Ensign Robert Louis Vaughan of the U. S. S. Missouri, son of Mr. and Mrs. Horace W. Vaughan of Honolulu, and Miss Etta Lee of Washington, D. C.

MOULTON-VAUGHAN—In Dallas, Texas, December 30, 1916, Dr. Joseph Shakespeare Moulton of Dallas, and Miss Jean Vaughan, daughter of Mr. and Mrs. Horace W. Vaughan of Honolulu.

DIED.

ROSS—At the Leahi Home, this city, January 12, 1916, Benjamin, son of Mr. and Mrs. Benjamin Ross, of 53 Kukui street, student, a native of Honolulu, 15 years, eight months and two days old.

KANOA—In this city, January 11, 1916, Elizabeth, daughter of Mr. and Mrs. Albert L. Kanoa, of 2216 Gulek avenue, Kalihi, single, student, a native of Honolulu, 17 years old. KIM—In Lihue, Kauai, January 10, 1916, Kim Seung Chih, married, farmer, a native of Korea, 32 years old.

HAO—In Hilo, Hawaii, January 9, 1916, David Hao, of Waiakoa, fisherman, married, a native of Hawaii, 48 years old.

CHRIST—In Tacoma, Wash., January 6, 1916, Mrs. Margaret Christ, nurse in the Lihue Hospital, Kauai, from 1902 to 1913.

The London Stock Exchange adopted a rule barring a candidate of German or Austro-Hungarian birth as ineligible to membership.

OCEANIC STEAMSHIP CO.

5½ DAYS TO SAN FRANCISCO.

FOR SAN FRANCISCO:		FOR SYDNEY:	
Sierra	Jan. 18	Sonoma	Jan. 24
Ventura	Feb. 8	Sierra	Feb. 14
Sonoma	Feb. 29	Ventura	March 6
Sierra	March 21	Sonoma	March 27

C. BREWER & CO., LTD. :: :: :: General Agents

Matson Navigation Company

Direct Service Between San Francisco and Honolulu

FROM SAN FRANCISCO:		FOR SAN FRANCISCO:	
S. S. Wilhelmina	Jan. 18	S. S. Lurline	Jan. 18
S. S. Manoa	Jan. 25	S. S. Wilhelmina	Jan. 25
S. S. Matsonia	Feb. 1	S. S. Manoa	Feb. 1
S. S. Lurline	Feb. 8	S. S. Matsonia	Feb. 9

S. S. Hyades, Seattle for Honolulu direct, January 25, 1916.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR THE ORIENT:		FOR SAN FRANCISCO:	
S. S. Tenyo Maru	Jan. 14	S. S. Shinyo Maru	Jan. 18
Nippon Maru	Jan. 29	Chiyo Maru	Feb. 15
Shinyo Maru	Feb. 11	Tenyo Maru	Mar. 7
Persia Maru	Feb. 29	S. S. Nippon Maru	Mar. 22

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN-HAWAIIAN S. S. CO. THE PANAMA CANAL LINE

A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE and TACOMA, S. S. ALASKAN, to sail on or about February 13th.

For particulars as to rates, etc., apply to
C. P. MORSE, General Freight Agent. H. HACKFELD & CO., LTD. Agents.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

Subject to change without notice.

For Victoria and Vancouver:		For Suva, Auckland and Sydney	
Makura	Feb. 4	Niagara	Jan. 28
Niagara	Mar. 3	Makura	Feb. 23

THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

MOVEMENTS OF MAIL STEAMERS

VESSELS TO ARRIVE

Saturday, Jan. 15.
Hilo—Mauna Kea, I. I. str.
Sunday, Jan. 16.
Molokai, Lanai—Mikahala, I. I. str.
Mau—Claudine, I. I. str.
Kauai—Kinai, W. G. Hall, I. I. str.
Monday, January 17.
(No ships scheduled.)

VESSELS TO DEPART

Saturday, Jan. 15.
San Francisco—Great Northern, Hill str.
Hilo—Mauna Kea, I. I. str.
Sunday, Jan. 16.
(No ships scheduled.)
Monday, January 17.
Mau—Claudine, I. I. str.
Kauai—Mau, I. I. str.

MAILS

Mails are due from the following points as follows:
San Francisco—Wilhelmina, Jan. 18.
Japan and Philippines—Shinyo Maru, Jan. 17.
Australia—Sierra, Jan. 18.
Vancouver—Niagara, Jan. 26.
Mail will depart for the following points as follows:
San Francisco—Great Northern, Jan. 15.
China and Philippines—Sheridan, Jan. 15.
Australia—Sonoma, Jan. 24.
Vancouver—Makura, Feb. 4.
Japan—Nippon Maru, Jan. 23.

TRANSPORT SERVICE

Logan, left San Francisco for Panama January 7.
Thomas, at coast.
Sheridan, at Manila.
Sails Saturday, 5 p. m., for Guam and Manila.
Dix, at Manila.
Warren, in the Philippines.
Buford, at Cristobal.

PASSENGERS EXPECTED

Per Matson str. Wilhelmina, due here from San Francisco Tuesday morning, January 18—Mrs. Geo. Bennett and child, C. C. Young, P. B. Hughes, Mr. Thurston, Mrs. Thurston and child, Miss Bertha White, Miss K. Thummell, Mrs. Lucy W. Ingersoll, Mrs. Louise Cuthbertson, Mrs. A. Herling, F. W. Roller, Mrs. F. W. Roller, Mrs. F. Ireland, Mrs. M. Holmes, Miss Marie Holmes, Mrs. C. B. Warner, Johannes Eckardt, J. C. Gray, Capt. Chas. C. Bates, Beales C. Wright, F. R. Forbes, C. H. Foster, Mrs. C. H. Foster, Louis Banigan, Mrs. Louis Banigan and child, Miss Adean Gilman, Mrs. M. Roth, Mrs. Lallah Merri-man, Mrs. C. H. Dickey, Dr. Leonard Freeman, Mrs. Leonard Freeman, S. D. Nicholson, Miss Ruth Nicholson, Mr. Millington, Mrs. Millington, Harry C. James, Mrs. Harry C. James, Mrs.

DO IT ELECTRICALLY

Hawaiian Electric Co.

**FREIGHT
and
TICKETS**
Also reservations
any point on the
mainland.
See WELLS-FARGO
& CO., 72 &
King St. Tel. 1515

OAHU RAILWAY TIME TABLE

OUTWARD

For Waiakoa, Waiakoa, Kahuku and way stations—9:15 a. m., *2:30 p. m.
For Pearl City, Ewa Mill and way stations—7:30 a. m., *9:15 a. m., *11:30 a. m., *2:15 p. m., *3:30 p. m., 5:15 p. m., 7:30 p. m., *11:15 p. m.
For Waiakoa and Lihue—*10:30 a. m., *2:40 p. m., *5:00 p. m., *11:00 p. m.

INWARD

Arrive Honolulu from Kahuku, Waiakoa and Waiakoa—*8:36 a. m., *5:11 p. m.
Arrive Honolulu from Ewa Mill and Pearl City—*7:45 a. m., *8:36 a. m., *11:02 a. m., *1:40 p. m., *4:26 p. m., *5:31 p. m., *7:30 p. m.
Arrive Honolulu from Waiakoa and Lihue—*9:15 a. m., *1:55 p. m., *4:01 p. m., *7:10 p. m.

The Haleiwa Limited, a two-hour train (only first-class tickets honored), leaves Honolulu every Sunday at 8:30 a. m., for Haleiwa hotel; returning arrives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Waiakoa.

*Daily, except Sunday. †Sunday only, G. P. DENISON, F. C. SMITH, Superintendents.

Clark A. Brockway, S. W. Ehrman, Mrs. S. W. Ehrman, Miss B. Brems, Miss A. T. Thewlis, Paul Hoagland, Master Geo. Hoagland, Mrs. Geo. L. Hoagland, Col. S. C. Lewis, Mrs. S. C. Lewis, Mrs. Clark Hayes, Dr. Roller, Mrs. Roller, Miss Ortrud Schmidt, Mrs. L. E. Schmidt, John E. Baird, Mrs. John E. Baird, Capt. T. C. Johnston, Mrs. T. C. Johnston, S. B. Davis, Jr., Mrs. S. B. Davis, Jr., Miss M. Johnson, Miss Enid Kingsbury, Mr. Bolso, Miss Frances B. Wilson, Mrs. Philip F. Lee, Mrs. Rose Murray, Mr. S. Bartley Cannell, H. P. Faye.

Secretary Huston of the Department of Agriculture has asked Congress for an additional \$64,400 to extend the campaign against the boll-weevil in southern cotton fields.

**Sore
Eyes**
Granulated Eyelids,
Eyes inflamed by exposure to Sun, Dust and Wind quickly relieved by **Marine Eye Remedy**. No Smarting, just Eye Comfort. At Your Druggist's 50c per Bottle. **Marine Eye Remedy** 25c. For Sale at the Eye Remedy Druggists or Marine Eye Remedy Co., Chicago.